



WEWS

ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **311238 /** **JHA GE TV Cleveland 9.18-9.24.12**

Original Date / Revision
09/17/12 09/20/12 Agency Com 15%
Billing Contact **Pam Newby**

Advertiser **Healy-Abrams / Democrat / C**
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Agency **Davis Group (The)**

Buying Contact
4201 Bee Caves Road - Suite C-101
Austin, TX 78746
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **1290**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 25200

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	13	\$21,420.00	\$25,200.00	0.00	08/27/12	09/24/12	13	\$21,420.00	\$25,200.00
Totals	13	\$21,420.00	\$25,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---					1	\$450.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 2	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00



WEWS

Print Date: 09/24/12

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Contract / Revision **311238** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Healy-Abrams / Democrat /** Product **JHA GE TV Cleveland 9.18-9.24** Estimate # **1290**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
Week:		09/24/12	09/30/12	M-----	1		\$600.00		0.00						
N 3	WEWS	09/18/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$450.00		0.00						
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00						
N 4	WEWS	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W-F--	2		\$1,100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WEWS	09/17/12-09/23/12		M-F 6-630p News	6-630p		--W-F----	:30	(\$1,100.00)	0.00	NM				
See MG 4.3															
[hra/pol]															
3	WEWS	09/20/12-09/21/12		M-F 6-630p News	6-630p		---ThF----	:30	\$1,800.00	0.00	NM				
Ⓜ MG for 4.1 09/19															
[level up]															
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00						
N 5	WEWS	09/18/12	09/24/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-T---	2		\$900.00		0.00						
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00						
N 6	WEWS	09/19/12	09/19/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	--W----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$900.00		0.00						
N 7	WEWS	09/24/12	09/24/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$14,000.00		0.00						
N 8	WEWS	09/18/12	09/24/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$2,200.00		0.00						
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00						
N 9	WEWS	09/18/12	09/24/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline	1135p-1207x		---Th-----	:30	(\$800.00)	0.00	NM				
See MG 9.2															
[na]															
2	WEWS	09/22/12-09/22/12		SA 7PM News	7-730p		-----Sa--	:30	\$800.00	0.00	NM				
Ⓜ MG for 9.1 09/20															
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00						
N 10	WEWS	09/18/12	09/24/12		CM	1202-107x	MTWTF--	:30	1	\$500.00	P-2	0.00	NM	2	\$1,100.00



WEWS

Print Date: 09/24/12

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Contract / Revision **311238** Flight Dates **09/18/12-09/24/12** Hiatus Dates
Original Date / Revision 09/17/12/ 09/20/12 Order Sep 00:20:00
Advertiser **Healy-Abrams / Democrat /** Product **JHA GE TV Cleveland 9.18-9.24** Estimate # **1290**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1202a-107a Jimmy K											
				M-F 1202a-107a Jimmy K											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- T - - - - -					1	\$500.00		0.00			
		Week: 09/24/12	09/30/12	M - - - - -					1	\$600.00		0.00			
													Totals	13	\$25,200.00